

# Tourism Promotion Area Community Fund (TPA)

## Tourism Promotion Area Application for Funding

We are pleased you have requested an application to apply for Tourism Promotion Area (TPA) funding. These funds are intended to grow our tourism economy through increased visitor spending in Wenatchee lodging establishments as well as increased retail, restaurant, transportation, attraction and other local spending.

### Eligible Expenditures

These funds are made available through the support of Wenatchee Lodging businesses. For every occupied room night, guests are assessed a small fee that is returned to Wenatchee. Pursuant to RCW 35.101 and Wenatchee Ordinance 2010-11, revenue collected from this assessment must be used for activities and expenditures designed to increase tourism promotion and convention business, including but not limited to out of the area advertising, publicizing, operating tourism destination marketing organizations or otherwise distributing information for the purpose of attracting and welcoming tourists to the Wenatchee Area.

### Criteria

Projects proposed may be awarded funding based upon:

- 1) A proven or qualified ability to generate hotel-motel room nights and economic impact to the City of Wenatchee; and
- 2) Available TPA resources
- 3) Alignment with the TPA business plan

Approved projects must agree to:

- 1) Include the following information on print projects:
  - a. Our community's tourism web site.
  - b. Our community's brand logo.
- 2) Adhere to all legal requirements as stated in the RCW and City Ordinance.
- 3) Agree to provide a wrap-up report and samples of produced pieces to the TPA Commission upon completion.

### Process

- 1) A letter of agreement will be executed between the TPA and successful applicant.
- 2) Checks will be issued after a project is approved by the TPA commission and an invoice is provided to TPA.
- 3) Failure to comply with any of the criteria listed here may require full repayment of TPA funds from the awarded organization to the City.

### Deadline

Two funding rounds are completed each year. **For 2015, applications are due to the Wenatchee City Clerk by 5p.m. on Monday, November 2, 2015.** Applications will be evaluated and funding decisions will be made at the meeting that immediately follows the funding deadline. TPA meetings are open to the public and occur the third Wednesday of each month at Noon. Location is announced prior to each meeting on the City website at [www.wenatcheewa.gov](http://www.wenatcheewa.gov).

**CITY OF WENATCHEE  
(TPA)**

**Tourism Promotion Area  
Application for Funding**

**1. PROJECT APPLICATION**

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**Project Title:** \_\_\_\_\_

**Potential Room Nights Generated:**

If existing event, number of historic room nights used: \_\_\_\_\_. Potential new room nights with TPA funding: \_\_\_\_\_.

**Applicant:** \_\_\_\_\_

Type of Organization – Corporation (profit or non), partnership, sole proprietor, LLC, individual? Please include a copy of City Business License and/or Certificate of Incorporation.

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/Zip:** \_\_\_\_\_

**Amount requested:** \_\_\_\_\_ **Applicant's match:** \_\_\_\_\_

**Total project budget:** \_\_\_\_\_

**To be considered, an application must be complete and adhere to the specified format. You must submit 6 original copies.**

Mail or deliver all copies of the application to:

**Tourism Promotion Area  
c/o Wenatchee City Clerk  
129 South Chelan Avenue, PO Box 519  
Wenatchee WA 98807**

## **2. PROJECT SUMMARY**

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Provide a one paragraph, concise summary of your request and what it will accomplish. If your request is part of a larger project please briefly describe the over-all project. However, please focus your answer on the specific element for which you are requesting funding.

## **3. SCOPE OF WORK**

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Fully describe the project. Expand your summary paragraph to address such issues as:

- A. What it is you wish to do?
- B. How and why will the community and lodging industry benefit?
- C. What are the beginning and ending dates of your project?
- D. What are your room night goals and how will you measure?
- E. Is this a new project or a continuation? If a continuation, how many new room nights will additional funding generate?
- F. Provide a brief history of your organization.

## **4. PROJECT BUDGET/TIMELINE/CASHFLOW**

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Please provide a detailed budget and indicate when you will need funds from the TPA.

## **5. IN CLOSING.....**

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Please provide any other comments you would like to have considered that relate to this project application.

If there is a Marketing Plan available for this project, please include with this application.